

For Immediate Release

Diamond Vogel Introduces Revolutionary Door, Trim, and Cabinet Enamel to Their Architectural Offering

Orange City, IA – April 15, 2024 – Diamond Vogel introduces Artistry™ Interior/Exterior Acrylic Latex Enamel to their Architectural Coatings line. Artistry is the next advancement in our water-based coating solutions for doors, trim, and cabinets. Artistry provides an incredibly durable finish, using advanced single component, cross-linking acrylic technology that provides a long lasting finish, making it an outstanding choice for both residential and commercial projects.

“The addition of Artistry to our coatings line furthers our commitment to providing products that perform at the highest level and deliver outstanding durability and value to our customers,” said Al Beck, Vice President of Industrial and Architectural Coatings for Diamond Vogel.

Artistry delivers a smooth, even finish with excellent gloss, color retention, and effortless cleanability. It's perfect for painted woodwork, trim, doors, frames, and many other substrates. Designed for both interior and exterior surfaces, Artistry allows for the same paint to be used on both sides of doors and frames. Its advanced application properties deliver outstanding flow and leveling, anti-sag, and exceptional block resistance, making it perfect for the most demanding environments both inside and out. Artistry is available in satin and semi-gloss sheens.

About Diamond Vogel

Diamond Vogel is a manufacturer of high-quality paint and coatings based in Orange City, Iowa. Founded in 1926, Diamond Vogel provides coating solutions to the industrial, architectural, industrial wood, automotive, aerosol, traffic, and toll manufacturing markets. For more information about Diamond Vogel visit their website at diamondvogel.com.

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For more information

Editors: You may download artwork in support of **Artistry Interior/Exterior Acrylic Latex Enamel** for use in print or web materials: <https://diamondvogel.com/artistry/media/>

You may provide this link in print or web materials for users to learn more about Artistry:
<https://diamondvogel.com/artistry/>

Learn more about Diamond Vogel Architectural Coatings at our website:
<https://www.diamondvogel.com/architectural>